



2017 College GO! and College Application Day

Indiana Commission for Higher Education



Overview

- **College GO! and College Application Day Background and Goals**
- **New This Year**
- **2017 College GO! and College Application Day Action Plan**
- **Timeline**
- **Discussion**



Learn More Indiana Campaigns

One of three annual statewide campaigns.

- College GO! – Fall
- Cash for College – Winter/Spring
- Career Ready – Spring/Summer

Campaign Principles

- College success focus
- Specific, practical steps for students at all levels
- State driven, locally led



College GO! History

Indiana's College GO!

- Started in 2009 with a focus on high school students, later expanded to all K-12 students
- Officially kicks off the **last week of September (25-29)**



College GO! Goals

K-8 Students:

- Increase aspirations for higher education
- Support college and career exploration
- Encourage enrollment in 21st Century Scholars (7th/8th grade)

High School Students:

- **9th grade:** Create a graduation plan
- **10th grade:** Complete a career interest assessment
- **11th grade:** Visit a college campus
- **12th grade:** Apply to college



Scholar Success Program



GRADE	REQUIRED ACTIVITIES		
09	Create a Graduation Plan ¹	Participate in an Extracurricular or Service Activity	Watch "Paying for College 101"
10	Take a Career Interests Assessment	Get Workplace Experience ²	Estimate the Costs of College
11	Visit a College Campus	Take a College Entrance Exam (ACT/SAT)	Search for Scholarships ³
12	Submit Your College Application	Watch "College Success 101"	File Your FAFSA

College Application Day

- Started in 2004 in NC, expanded to all 50 states through an initiative with ACE (American Council on Education) called ACAC (American College Application Campaign)
- **Goal:** get more students, especially low-income and first-generation students, to apply to college
- **New this year:** states choose their own College Application Day
 - **Indiana College Application Day: September 29**



Previous Results

- **2013:** 8 participating schools
- **2014:** 36 participating schools
- **2015:** 41 participating schools
- **2016:** 30 participating schools
- **Goal for 2017:** 45 participating schools



New This Year

Recap: FAFSA Filing

- The 2018-2019 FAFSA will be available to students on **October 1, 2017**
- Indiana FAFSA deadline moves to **April 15**
- Indiana **removes** May 15 edit/correction deadline
- Confusion still exists around FSA IDs



National #WhyApply Day

- National #WhyApply Day: **September 22**
- An initiative of ACE / ACAC
- **Primary focus:** getting education professionals to engage on social media
- Share reasons for applying to college across social media platforms



The 2017 College GO! and College Application Day Action Plan

College and High School Webinars

- **The Commission hosted two webinars discussing 2017 updates and ideas**
 - College and university partners (30 attended)
 - High school partners (39 attended)
- **Participation ideas included:**
 - Hold College GO! And College Application Day events
 - Coordinator events with local college campuses/high schools
 - Promote through earned/social media
 - Use College Application Day materials in the classroom



Events

- Encourage high schools, colleges and community organizations to host College GO! and College Application Day events for students to:
 - Complete college applications
 - Register for an FSA ID
 - Log into ScholarTrack to complete grade 12 activities (if Scholars)



College GO! Kick-off Event

- **WHERE:** (Tentative) Ben Davis High School
- **WHEN:** Friday, September 29
- **PURPOSE:** Get Ben Davis High School seniors to fill out college applications, create FSA IDs and/or complete Scholar Success Program activities



Event Collaboration

- Encourage high schools, colleges and community organizations to collaborate by:
 - College representatives as volunteers at events
 - Community collaboration to host events
 - Commission staff will assist in making connections as needed



Event Sign-Up

Schools planning to host an application event will **sign up using an online form**

- Schools who sign up will receive giveaways and recognition for hosting an event
- Better overall communication with host sites
- Capability for additional follow-up for data purposes



Social Media

- Encourage partners to promote College GO! and College Application Day by:
 - Sending press releases
 - Hosting media events within the community
 - Promoting an engaging with Commission social media (Facebook, Instagram and Twitter)



College GO! Resources



CAREER | COLLEGE | COST

STUDENTS | ADULT LEARNERS | MILITARY | EDUCATORS | PARENTS | OUR PARTNERS | RESOURCES |

LOOKING FOR MATERIALS YOU CAN USE IN YOUR CLASSROOM?

Your school should receive a shipment each fall with a variety of materials that you can use to help your students start thinking about college. You can track your school's shipment by clicking on the link at the bottom of the page. The materials are also available for download by clicking on the menu items below, along with some additional resources that you may find helpful.

College GO! Campaign

College GO! — getting ready for college and finding the right school (Aug - Nov). Help students explore college options through research and campus visits, and guide them through the steps they need to take to prepare and apply.

- **College Application Day**
 - 2017 Indiana College Application Day Manual
 - 2017 student instructions
 - 2017 college worksheet
 - 2017 parent letter
 - 2017 college research worksheet
 - 2017 data sheet
 - 2017 FAFSA handout
 - 2017 volunteer tasks
 - 2017 sign-out sheet
 - 2017 next steps sheet
 - 2017 questions about college handout
- **College Application Fees and Waivers**
 - Application Fees and Waivers
 - Fee Waiver Tips
- **College Virtual Tours**
 - Virtual Tour List
- **Classroom Activities**
 - K-2
 - Career explorer
 - College match
 - My college path
 - 3-5
 - College crossword
 - College knowledge
 - College matching
 - 6-8
 - Career matching
 - Career party
 - Graduation plan mapping
 - 9-10
 - Are you on track?
 - Plan your future
 - Research your future
 - 11-12
 - Choosing a major
 - Compare college options
- **Announcements**
 - College GO! announcements for elementary students
 - College GO! announcements for high school students

K-12 COUNSELORS AND TEACHERS

- > [Classroom Materials](#)
- > [Resource Library](#)
- > [Materials Request Form](#)



Translate »

College Application Day Resources

- College Application Day Manual
- Student Instructions
- College Application Worksheet
- Parent Letter
- College Research Worksheet
- Data Reporting Sheet
- FAFSA Assistance Handout
- Volunteer Tasks
- Sign-out & Next steps sheets
- College fee waiver information

Available at [LearnMoreIndiana.org/classroom-materials](https://www.learnmoreindiana.org/classroom-materials)



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Early Engagement

- Survey results from colleges and universities are still coming in, but the following colleges have indicated some form of participation:

Ancilla

Franklin College

Grace College

Huntington University

IU Bloomington

IU Kokomo

IU Northwest

IU South Bend

IU Southeast

IUPUI

Ivy Tech Community College

Marian University

Purdue University

Purdue University Northwest

Rose-Hulman Institute of Technology

University of Southern Indiana

Vincennes University



Timeline

College GO! Timeline

- **July 26:** College Webinar / Survey
- **August 7:** College Survey Responses Due
- **August 8:** High School Webinar / Survey
- **Aug 25:** High School Survey Responses Due
- **Sep. 22:** National #WhyApply Day
- **Sep. 25:** College GO! Kick-off Week
- **Sep. 29:** College Application Day
- **Oct. 1:** FAFSA window opens



Questions?



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